

PROJECTION

LANTERN and CINEMATOGRAPH



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No. 2

May, 1906

PROJECTION

LANTERN and CINEMATOGRAF

Published by
JOHN WRENCH & SON.

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DE NOBIS.

THERE are no doubt many of our friends, especially among those who have but recently become connected with the Lantern and Cinematograph Trade, who would be glad to know something of our past history. We give, therefore, a short outline of our origin and progress, showing the stepping stones, so to speak, whereby we have risen to our present position in the trade.

The business of JOHN WRENCH & SON dates as far back as 1816, and was founded by MR. E. WRENCH, the grandfather of the present proprietor, at No. 6, in what, at those times, was called Gray's Inn Terrace. Many years afterwards the name was altered, and with it our address became 39, Gray's Inn Road. Here, as manufacturing optician, the nucleus of the present business was commenced, and even now we have hung in the office a Barometer and Sixe's Thermometer that was made about 1820. During this time we not only made the above and similar commodities, but we also supplied opera and field glasses, telescopes, microscopes, spectacles, in fact every requirement necessary for the optical trade. Mr. Wrench's son, Mr. J. H. Wrench, entered the firm at an early age, and it was about this time that we commenced to make optical lanterns and accessories. In addition, a

large trade was built up in model locomotives and engines, a workshop being taken specially for their manufacture. It is interesting to recall the fact that in these goods we had an extensive Continental connection, and at the time we had a resident agent in Paris.

In 1850, the founder retired from the business, when it was left entirely in the hands of his son, who afterwards changed the title of the firm to John Wrench. Twenty-five years later, Mr. E. J. Wrench, the eldest son of Mr. J. Wrench, became associated with the business, and in course of time was taken into partnership, when the title was again changed to John Wrench & Son. Con-



MAIN WORKSHOP, LOOKING NORTH.

temporarily, a second son, Mr. F. Wrench joined the firm, but did not remain long with it, as he was anxious to go abroad.

Mr. A. Wrench, the youngest son and present proprietor, entered the business immediately after finishing his education, in 1877. On coming of age he was taken into partnership, and on the occasion was presented with an illuminated address by the employees. Shortly after his becoming connected with the firm, namely in 1878, his brother, Mr. E. J. Wrench, was killed, like many other lanternists in those days, by the explosion of a retort whilst making oxygen gas. Needless to say, this was a staggering blow to the remaining members of the family, and it took some time before the threads of the business could be gathered up. Five years later Mr. J. Wrench died, so that the business was left entirely to the present proprietor although it is carried on under the same title as heretofore. His

son, Mr. H. H. Wrench, on leaving school, became actively associated with it, but is now interested in the making of films.

The optical branch, as well as the making of model engines, was gradually dropped by Mr. A. Wrench, as he had a predilection for the lantern, and felt there was wider scope in this direction for his initiation and enterprise. Needless to say, we have seen many changes in the lantern trade. The time when the hand coloured lantern slides were the only ones procurable is of course within the recollection of the present proprietor; they were, of necessity, very expensive, and the quality of the slide depended entirely on the



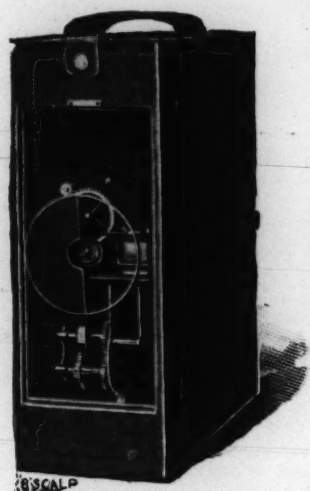
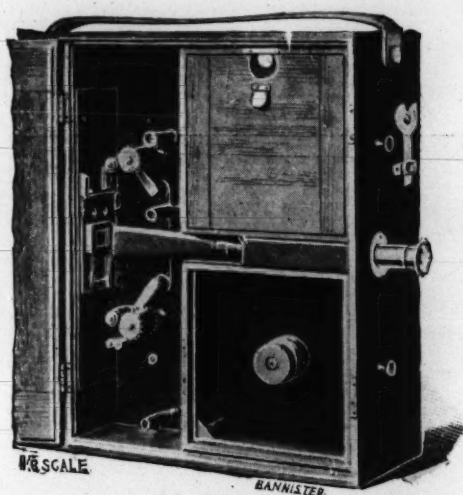
MAIN WORKSHOP, LOOKING SOUTH.

skill of the artist. We therefore introduced the system of drawing and partially shading the subjects in black and white, and then transferring the drawing to glass from lithographic stones, and later on from copper plates. These were subsequently coloured, and this plan was instrumental in reducing the price of the slides from several guineas apiece to 3/- each. In the early days, too, the illuminant generally used was sperm oil, until it was replaced by paraffin. The lime-light dates back to 1837, but was improved in later years by Thomas Drummond. Even then it had to be used with gas bags, which were cumbersome and unwieldy. Biunial and Triunial lanterns were also more popular years ago than at present, the cinematograph superseding them in popular favour. On September 24th, 1896, we sold the first cinematograph of our own manufacture, although for some time previously we had been making workshop

MODEL "D"

Cinematograph Camera

The most Up-to-date Instrument in the Market
for taking Animated Pictures.



Made of best materials throughout. Fitted with nickel plated direct focussing tube. Film Punch fitted to side for marking the film between the incidents taken. Automatic Gauge for registering number of feet of film exposed. Automatic Speed Indicator. Focussing tube fitted at back which passes right through the interior of the Camera. Intermittent movement on pin-clutch principle. Adjustable Focal Plane Shutter, Improved Film Boxes holding 350 feet of film

Price - £20

The "Wrench" Improved Cinematograph Stand.

Embodying every movement necessary for the Modern Cinematographer.

Price

With Mechanical Tilting Table and Revolving Head	-	-	-	£10	10	0
With Revolving Head only	-	-	-	8	8	0

John Wrench & Son
50, Gray's Inn Road,
LONDON, W.C.

experiments in this direction. In 1904 the "Wrench" lanterns were entirely remodelled, and in addition, important improvements were added to them. Our models have therefore come to be looked upon as standards, and have, in consequence, been copied by most manufacturers.

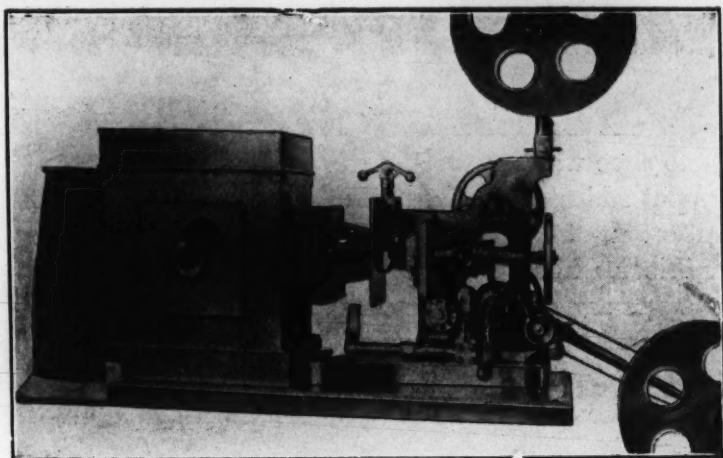
In 1882 it was found that the original premises were too small to enable us to cope with an ever-increasing business, so we removed to the present address, 50, Gray's Inn Road, where we secured the freehold of a four-storey building. The showrooms and offices are on the ground floor, whilst a portion of the basement has been fitted up as a demonstrating room, the remaining space being utilised as a packing room. The first and second floors are used as stock rooms, the floors above having been converted into workshops, where the "Wrench" Bioscope and other sundries are manufactured. The machines are electrically driven and are of the latest and most approved designs. About fifteen years ago we found it necessary to take additional workshops in Skinner Street, but three years afterwards they were removed to larger and more commodious premises at Crawford Passage, Farringdon Road. Here we occupy two large floors, one of the rooms being shown in the accompanying illustrations. We have installed the most up-to-date machinery throughout, the whole of which is driven by electric power. At these workshops we make the higher grade cinematographs, as well as every pattern of lantern. The room adjoining the one shown in the illustration is fitted up as a tin-smiths' shop, where all the Russian iron bodies for the cinematographs are made, together with all the lantern bodies. In another room a japanning oven has been erected for finishing the tin lantern bodies, etc. Altogether we constantly employ about fifty workpeople, and in addition to making our own specialities, we are in a position to undertake any special work in metal at strictly commercial and competitive prices. Our aim is, as it ever has been, to build up our business by strict and personal attention to every detail connected therewith, by prompt deliveries, and by supplying only those goods that we can honestly recommend to our friends.

* * *

Film Measuring Machine.

Feeling that an accurate Film Measurer would be welcomed by the trade, we have introduced one, Fig. 1, which is not only absolutely accurate, but which is strongly and thoroughly well made.

It is provided with a 64-tooth sprocket wheel, which as our readers are aware, is equivalent to sixteen pictures, and is one foot in circumference. A cyclometer is fitted to the top of the machine so that each foot registered can be read in large plain figures. It



THE NEW PALACE PERFECT PROJECTOR

As used nightly at the Palace Theatre, London,
and other well-known Halls. Every detail thought
out with the greatest care, making it truly an

Instrument of Precision & Perfection

SOME ADVANTAGES.

Substantiality with Elegance.

Complete Optical Centralisation in Film Adjustment.

Silence and Smoothness in Running.

Every Part made of Metal.

No Flicker. Rock Steady.

Impossible to Burn Film.

Ball Bearings to Spindle.

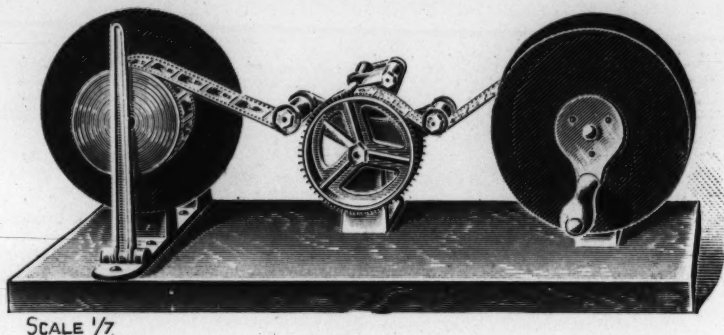
etc., etc., etc.

Price £50.

The only Machine on the Market that Studies the Operator's
Comfort in every detail.

JOHN WRENCH & SON, 50, Gray's Inn Road,
LONDON, W.C.

will therefore be seen that the movement is a "positive" one, and in consequence cannot but work correctly. The machine will register up to 1000 feet, and can be set back to zero whenever required. Not only will the machine appeal to makers of films, but it is an accessory that should be in the possession of every exhibitor,



SCALE 1/7

FIG. 1.

especially when films are sold by length. If a practice were made of running every film purchased through the machine, its original cost would be saved in a few months. The price is £5.

NOTES from all SOURCES

OWING to slight improvements in constructional details, decided upon at the moment of going to press, we have held over the review and particulars of our new Cinematograph Printer and Perforator until the June issue. These important requirements for the cinematographer will be made throughout on sound mechanical and scientific principles, and will in consequence ensure rock-steady films. In the same issue full particulars will be given of an entirely new model of Cinematograph Camera. This is being so constructed that it may be used with impunity in any climate.

* * *

The use of the optical lantern for advertising purposes is again coming to the fore. It is surprising that it is not used more extensively in this direction than at present, possessing as it does so many advantages.

If you have not received a copy of our complete Art Catalogue of Lanterns and Cinematographs, we shall be pleased to forward you one on receipt of application.

EXPERTS PRONOUNCE

THE

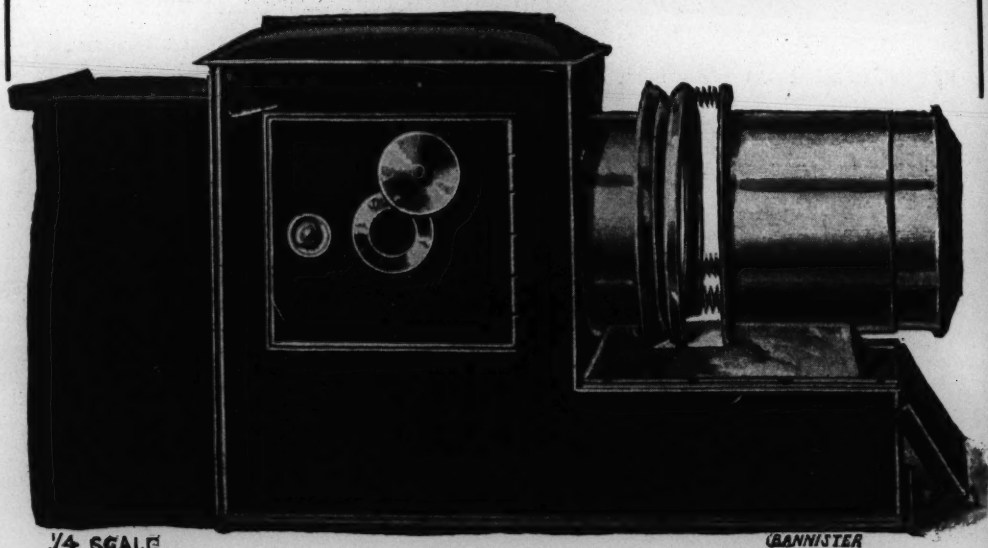
"Wrench" Series of Lanterns

To be the best that have ever been placed on the market. It is therefore not surprising to find that they have been copied.

Owing to improvements in constructional details

WE STILL LEAD

Whilst these improvements have been made there has been no increase in price



1/4 SCALE

GANNISTER

MADE IN 50 DISTINCT PATTERNS TO SUIT ALL REQUIREMENTS.

Liberal Discount to the Trade.

High-class Workmanship and Finish Guaranteed.

WRITE FOR COPY OF ART CATALOGUE WITH ILLUSTRATIONS DRAWN TO SCALE

John Wrench & Son,

50, Gray's Inn Road,
LONDON, W.C.

EXPERTS PRONOUNCE

THE

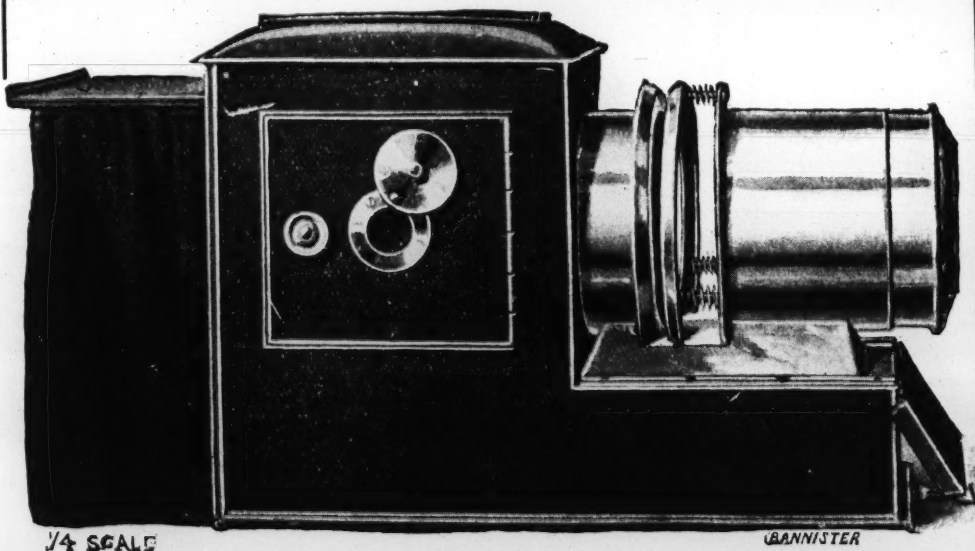
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Liberal Discount to the Trade.

High-class Workmanship and Finish Guaranteed.

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John Wrench & Son,

50, Gray's Inn Road,
LONDON, W.C.

Condensers in Patent Mounts

Precludes all possibility of trouble through cell-binding

If you do not use them, you are behind the times

Mounted in stout brass cell, made of bent mandril drawn tube, fitted with brass rings, secured by two Bayonet Catchers. Lenses placed loose in the cells, and kept apart by an inner Spiral Steel Spring, which gives with the expansion from the heat of the lenses.

Made in

two sizes,

4 ins. & 4½ ins.



Price

from

7/6 to 51/6

A Condensing Lens of different focus to the one in use can readily be substituted and is sure to fit the mount correctly, as the spring adapts itself to the difference between thin and thick lenses.

Equally applicable for Lantern or Cinematograph.

Hundreds of Testimonials. Once used always used.

JOHN WRENCH & SON

50 Gray's Inn Road
LONDON, W.C.

WE SUPPLY EVERYTHING

FOR THE

Lanternist & Cinematographer

Single Lanterns at all Prices, including the "Wrench" Series in 50 patterns, from £4 7s. 6d. to £40.

Bi-Untal and Tri-Untal Lanterns, Science and Demonstrator's Lanterns, Enlarging Lanterns, Lime-light Boxes.

Lantern Accessories of Every Description.

Cinematographs from £3 5s. to £50

Cinematograph Cameras.

Spare Parts for Cinematographs.

Accessories of Every Kind for the Cinematograph.
London Made Throughout.

Prices for Special Work on Application.

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